Job Details	
Position Title	**Graphic Designer**
Direct Supervisor	Marketing and Communication Manager
Department	**Communication and Partnerships Department**
Job Location	Sharjah, United Arab Emirates
Prepared/Revised: 15th June 2023	

Job Summary and Scope of Responsibilities

MAJOR FUNCTIONS

Develops and produces FOCP's visual images ensuring that they adhere to FOCP's brand policy and quality standards. Development and implementation of graphic designs and multimedia publications for FOCP.

Primary Duties and Responsibilities

ESSENTIAL FUNCTIONS

Design, Video & Creative Execution

1. Design and produce high-quality marketing materials for campaigns, events, fundraising and organizational initiatives.
2. Ensure all designs align with FOCP's brand guidelines and maintain consistency across all platforms.
3. Develop print materials including brochures, flyers, posters, reports, and campaign collateral.
4. Produce and edit video content for social media, campaigns, events, and initiatives.
5. Create engaging digital creatives for social media, website, e-commerce platform, emailers, and online campaigns.
6. Prepare presentations (PowerPoint) and visual reports as required.
7. Design donor-related materials including certificates and appreciation assets.
8. Develop comprehensive reports for campaigns, events, FOCP annual impacts, and quarterly newsletters.
9. Support campaign development designs by translating ideas into impactful visual storytelling.

Social Media & Growth Marketing Support

10. Collaborate with the marketing team to design monthly social media content based on the content calendar.
11. Create short-form video content (Reels, TikTok-style, motion graphics) optimized for engagement.
12. Work with the marketing team to develop paid campaigns and monitor (Meta, Google, etc.).
13. Apply basic understanding of performance metrics (engagement, reach, CTR, conversions) to improve ads performance.

Marketing Production & Vendor Coordination

14. Oversee marketing production processes from execution to final delivery.
15. Coordinate with suppliers and vendors, including obtaining quotations and ensuring quality control.

16. Stay updated on design trends, tools, and digital best practices to enhance creative output.
17. Proactively suggest creative ideas to improve campaigns, engagement, and fundraising outcomes.

Documentation and Maintenance

18. Maintains manual and electronic documents, files and records (i.e. publication archives) for providing up-to date reference materials.
19. Manages and maintains a library of logos, pictures and press reports for all FOCP's activities.

Reporting and Communication

20. Reports to the Communication and Marketing Manager in all issues relating to FOCP's design and production materials.
21. Builds and maintains strong relationship with relevant media and marketing vendors and providers.
22. Exhibits and maintains excellent working relationship with all FOCP staff.
23. Prepare and coordinate with FOCP staff for the quarterly reports.

Decision–making Authority
Limited Marketing Manager

Working and Other Reporting Relationships	
Communication and Marketing Manager	Daily
Social Media and Communication Executive	Daily
Head of Corporate Communications	Frequently

Supervisory Responsibility
NIL

Minimum Educational, Technical Qualifications/Certifications Required
Bachelor degree in Visual Communications and or/ Graphic Design

Minimum Professional Experience Required
3 years of professional experience in graphic design and/or visual communication

Special Requirements and Conditions
Driving License

Competencies/Knowledge, Skills and Abilities		
Core Competencies	**Behavioural Competencies**	**Functional Competencies**
• Strong Communication Skills (English & Arabic) • Understanding of FOCP Mission & Humanitarian Work • Research & Insight Generation • Planning & Organizational Skills • Time Management & Deadline Commitment • Attention to Detail • Creative Thinking & Visual Awareness • Collaboration & Teamwork • Adaptability & Problem Solving	• Self-motivated • Extreme attention to details • Efficient & goal – driven • Honesty and integrity • Ability to work independently with minimum supervision • Team player • Ability to communicate with people from different cultures & backgrounds • Proactive approach	• Advanced proficiency in **graphic design tools**, including Adobe Illustrator, Photoshop, InDesign, and the wider Adobe Creative Suite • Strong expertise in **video editing and motion graphics**, using tools such as Adobe Premiere Pro and After Effects • In-depth knowledge of **design production processes**, materials, and print/digital output standards • Solid working knowledge of **Microsoft Office Suite** (Excel, Word, PowerPoint) for reporting and presentations • Good understanding of **web platforms and CMS**, particularly WordPress, including content updates and basic page structuring • Working knowledge of **web technologies**, including HTML, CSS, and responsive design principles • Familiarity with **UI/UX and digital design best practices** for web and mobile platforms • Experience with **social media growth and performance marketing tools** (e.g., Meta Business Suite, Google Ads, analytics platforms) • Proficiency in using **multimedia and digital content creation tools** (e.g., Adobe Creative Cloud, Canva, Figma)